

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES**

**Advancement Report
December 2023**

	PAGE
1. Alumni Relations	2
2. Planned Giving	4
3. Annual Giving	4
4. Fundraising	6

Alumni Relations Report December 2023

RELATIONSHIPS

Marketing/Communications

- Spring/Summer 2024 magazine is underway and is expected in mailboxes in July 2024. The magazine will be reduced to one issue per year due to limited resources both in dollars and people.
- Wright Day to Give Planning and Marketing was a success. Our most successful WDTG yet. We are continually learning what works to reach our audiences and are expanding our use of video in emails, ads, and thank you to donors.
- Homecoming planning and marketing is underway for February 2024
- Working on 23-24 Fiscal communications plan/theme in conjunction with Annual Giving to try to improve rapport with our alumni and be more engaging. Strategies will include increased video content, social content, and events to participate in both in-person and virtually.
 - Plans have started to be drafted in each of the areas with corresponding timelines and budgets.
 - The Marketing Committee of the Alumni Board has been tasked with creating some new objectives and goals
 - The Marketing Committee has created a survey to try to gain some insight about alumni engagement
- Working to standardize some practices and our external brand voice.
- Working on identifying more key alumni to feature and engage with, with a special focus on Raider Owned Businesses.
- Continued work on our newer initiative to create Gold Card Member only events and benefits.
- Working closely with the Lake Campus to expand their presence in our marketing through reinstating their e newsletter as well as the “Life at the Lake” section in the Wright State magazine
- Prep for spring semester alumni event marketing is underway- Rowdy Night at the Races, May Daze Craft Beer Fest, Kings Island Day, and our annual Legacy Scholarship Golf Outing to name a few.

Upcoming Events

12/6 – Winter Grad fest: December grads will pick up their first alumni t-shirt and information about alumni involvement

1/25 – Wright State at Cleveland State pre-game get together and game watch

2/10 - Annual Beer Tasting

2/14 – 2/17 – Wright State Homecoming

4/3 – 4/13 – Cleveland International Film Fest with significant Wright State presence

4/15 – 4/20 Wright State Senior Week

5/4 – Rowdy Night at the Races

5/18 – May Daze Craft Brew Fest

6/6 – Annual Legacy Golf Outing

6/9 – Wright State Day at Kings Island

10/4 – Amigos Latinos Gala

RECRUITMENT & RETENTION

Over 700 students were matched with over 130 alumni to launch the PACK program, in which volunteers wrote postcards to admitted Wright State students in the month of May. In October, those volunteers emailed their students who have enrolled in Wright State with important Fall Semester dates to remember and words of encouragement. Another script and email will be sent in early-December. We are recruiting alumni volunteers for the incoming class of Fall 2024.

5/18/24 – Working on launching an annual craft beer fest on Wright State’s campus. The tentative name is May Daze Craft Beer Fest. Our goal year-one is to have 15 breweries and 200 people attend.

Planned Giving Report December 2023

FY 24 Update:

- We have secured 11 estate gift intention so far totaling more than \$6,000,000 in this fiscal year.
- Three estate gifts have been realized totaling a \$2,030,000.
- We have five gift expectancies in process. The total value of these estates exceeds \$1,800,000.
- Additionally, eight deferred gift discussions are active and moving toward closure with known anticipated commitment amounts, along with several other planned giving conversations in various stages.

Annual Giving Report

December 2023

Annual Giving Update

Annual gifts (gifts of up to \$10,000) offer alumni and friends an opportunity to directly impact Wright State students by providing support to the college, school, unit, scholarship, or program of their choice.

The Wright Day to Give (WDTG) – October 3

Wright State hosted its seventh annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff. Engaging with Wright State for a day that brings together ALL Raiders and Lakers.

Give Back to the Pack – Tuesday, October 3

- WSU Magazine Ad includes QR code to give early: dropped late August
- Phonathon September 7 – October 3
- Direct mail postcard with Save the Date magnet to past WDTG donors, FY23 donors, and a select group of highly engaged alumni donors, includes QR code to give early – Dropping mid-September
- Digital advertising started September 19
- Digital launch: October 2
- Digital Day of Giving: October 3

Used a tactical marketing campaign (Phonathon, direct mail, email, social media, digital advertising, and videos) to solicit donations.

2023 Results

- 1,095 gifts
- \$188,549

2022 Results

- 1,009 gifts
- \$202,931

2021 Results

- 1,011 gifts
- \$212,215

2020 Results

- 1,023 gifts
- \$205,624

2019 Results

- 622 gifts
- \$64,430

2018 Results

- 550 gifts
- \$69,581

2017 Results (inaugural year)

- 548 gifts
- \$47,502

Fall Direct Mail Appeal

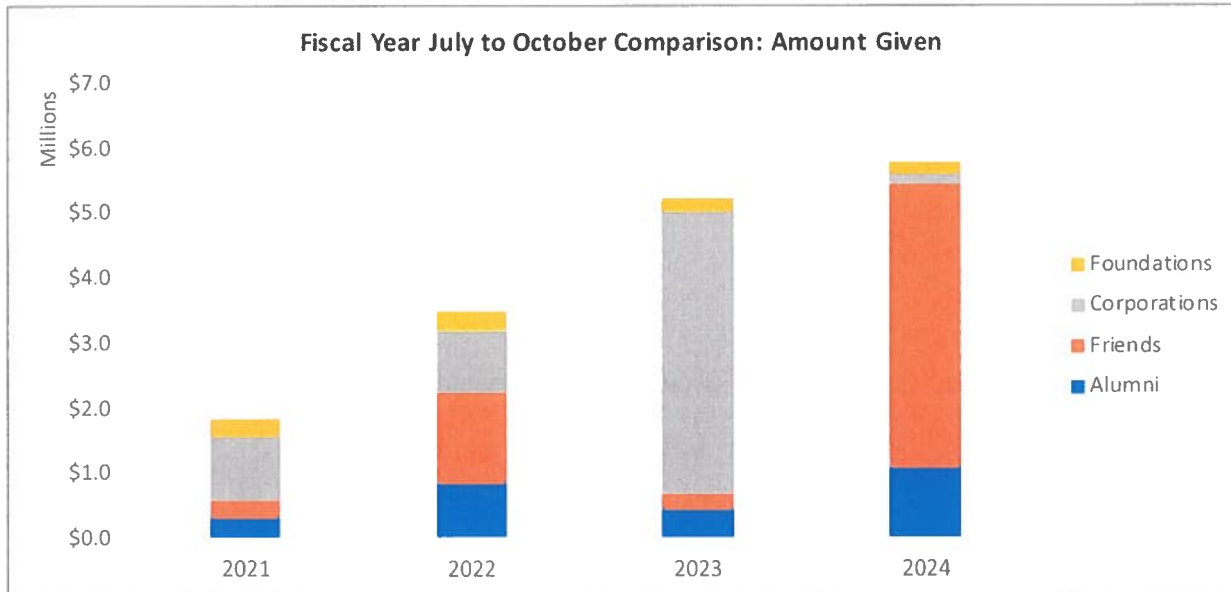
The annual fall direct mail appeal was mailed between November 17 – 20, featuring students from each of our colleges and college priority funds.



FOUNDATION

Commitments per Fiscal Year by Source: Dollars FYTD Comparison July 1, 2020 - October 31, 2023

FYTD Jul-Oct	Alumni	Friends	Corporations	Foundations	Grand Total
2021	\$311,006.49	\$273,353.84	\$979,158.84	\$272,125.12	\$1,835,644.29
2022	\$842,257.81	\$1,406,425.19	\$933,934.13	\$289,506.22	\$3,472,123.35
2023	\$448,170.55	\$215,814.07	\$4,357,392.65	\$199,636.06	\$5,221,013.33
2024	\$1,078,485.01	\$4,360,664.47	\$156,426.19	\$169,486.79	\$5,765,062.46



This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.

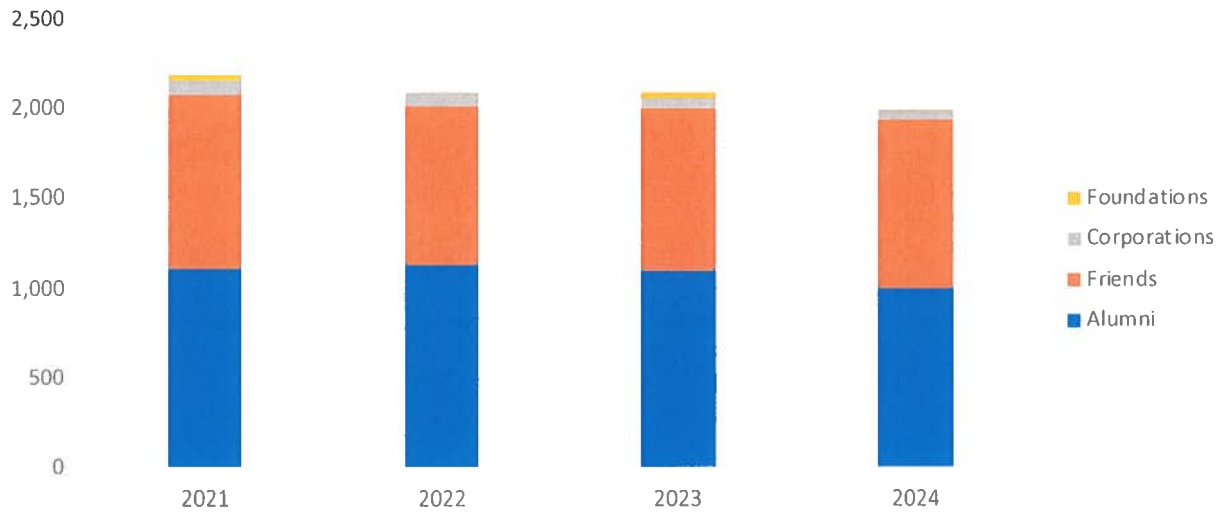


FOUNDATION

Commitments per Fiscal Year by Source: Donors July 1, 2020 - October 31, 2023

FYTD Jul-Oct	Alumni	Friends	Corporations	Foundations	Grand Total
2021	1,111	970	81	25	2,187
2022	1,125	893	56	12	2,086
2023	1,099	903	58	25	2,085
2024	999	937	44	16	1,996

Fiscal Year July to October Comparison: Number of Donors



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